

ORDER



WOOD

Orders
Order / Rev: 211072
Alt Order #: 6859694
Product Desc: UPTON DOE ALL OF US
Estimate: 3239
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Upton for All of Us
Demographic: A35+
Product Codes: PL1
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16589
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	72	\$33,500.00	\$28,475.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	72	\$33,500.00	\$28,475.00	0.00
Totals	72	\$33,500.00	\$28,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/30/12	11/02/12	5am Daybreak 5am Daybreak	CM	5a-6am	- TWTF - -	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			4			\$150.00		0.00			
E 2	WOOD	11/05/12	11/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	M- - - - -	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -			1			\$150.00		0.00			
E 3	WOOD	10/30/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	- TWTF - -	:30	8	\$400.00	P4	0.00	NM	8	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			8			\$400.00		0.00			
E 4	WOOD	11/05/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M- - - - -	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M- - - - -			2			\$400.00		0.00			
E 5	WOOD	10/30/12	11/02/12	Today Show M-F Today Show	CM	658-9a	- TWTF - -	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			4			\$650.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	11/05/12	11/05/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$650.00		0.00						
E 7	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$150.00		0.00						
E 8	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	2	\$275.00	P4	0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$275.00		0.00						
E 9	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	2	\$375.00	P4	0.00	NM	2	\$750.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$375.00		0.00						
E 10	WOOD	11/04/12	11/04/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$125.00		0.00						
E 11	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$250.00		0.00						
E 12	WOOD	11/04/12	11/04/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$600.00		0.00						
E 13	WOOD	10/30/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	-TWTF--	:30	4	\$225.00	P4	0.00	NM	4	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$225.00		0.00						
E 14	WOOD	11/05/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$225.00		0.00						
E 15	WOOD	10/30/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-TWTF--	:30	4	\$675.00	P4	0.00	NM	4	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$675.00		0.00						
E 16	WOOD	11/05/12	11/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$675.00		0.00						
E 17	WOOD	10/30/12	11/02/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	-TWTF--	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$1,125.00		0.00						
E 18	WOOD	11/05/12	11/05/12		CM	6-630p	M-----	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p News											
				M-F News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$1,125.00			0.00			
E 19	WOOD	10/30/12	11/02/12	Today Show 2	CM	9-10a	- TWTF- -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Today Show 2											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF- -		1			\$300.00			0.00			
E 20	WOOD	10/30/12	11/02/12	Today Show 3	CM	10-11a	- TWTF- -	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				Today Show 3											
MARANDA: WHERE U LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF- -		1			\$200.00			0.00			
E 21	WOOD	11/03/12	11/03/12	Notre Dame Football	CM	330-7p	-----S-	:30	2	\$450.00	P4	0.00	NM	2	\$900.00
				Notre Dame Football		(3:30 PM-7:00 PM)									
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2			\$450.00			0.00			
E 22	WOOD	11/04/12	11/04/12	FB Night in Amer Pre Ga	CM	7-8p	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Football Night in America		(7:00 PM-8:00 PM)									
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$500.00			0.00			
E 23	WOOD	10/30/12	11/02/12	LN M-F	CM	11-1135p	- TWTF- -	:30	4	\$900.00	P4	0.00	NM	4	\$3,600.00
				M-F News 8 @ 11											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF- -		4			\$900.00			0.00			
E 24	WOOD	11/05/12	11/05/12	LN M-F	CM	11-1135p	M-----	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				M-F News 8 @ 11											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$900.00			0.00			
E 25	WOOD	11/04/12	11/04/12	NFL 11p News	CM	1130-12a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Sun 11p News (NFL)											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$500.00			0.00			
E 26	WOOD	10/30/12	11/02/12	Tonight Show/Jay Leno	CM	1135-1235a	- TWTF- -	:30	4	\$300.00	P4	0.00	NM	4	\$1,200.00
				Tonight Show w/ Leno											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF- -		4			\$300.00			0.00			
E 27	WOOD	11/05/12	11/05/12	Tonight Show/Jay Leno	CM	1135-1235a	M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Tonight Show w/ Leno											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$300.00			0.00			
E 28	WOOD	11/03/12	11/03/12	SNL	CM	1130p-103a	-----S-	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$600.00			0.00			
E 29	WOOD	11/04/12	11/04/12	Sun 6p News 8	CM	6-7p	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				Sun News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1			\$750.00			0.00			
E 30	WOOD	10/30/12	11/02/12		CM	7-730p	- TWTF- -	:30	4	\$450.00	P4	0.00	NM	4	\$1,800.00

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M-F 7-730p Inside Edition INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 - TWTF-- 4 \$450.00 0.00															
E 31	WOOD	11/05/12	11/05/12	M-F 7-730p Inside Edition	CM	7-730p	M-----	:30	1	\$450.00	P4	0.00	NM	1	\$450.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$450.00 0.00															
E 32	WOOD	11/03/12	11/03/12	Sat 7-8p Access Hollywood Wknd	CM	7-8p	-----S-	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
ACCESS HOLLYWOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$150.00 0.00															
N 33	WOOD	10/30/12	11/02/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	-TWT---	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -TWT--- 1 \$25.00 0.00															
N 34	WOOD	11/04/12	11/04/12	NFL Sports Overtime NFL Sports Overtime	CM	12-1230a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$250.00 0.00															
													Totals	72	\$33,500.00